GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3524
ANSWERED ON:15.12.2014
BOOSTING TOURISM IN INDIA
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Will the Minister of TOURISM be pleased to state:

(a) whether the number of foreign tourists arrival in the country between May and October, 2014 has increased when compared to the same period during the last year;

(b) if so, the details thereof; and

(c) the other steps taken/being taken by the Government to boost tourism and attract more and more foreign tourists in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(DR. MAHESH SHARMA)

(a) and (b): Yes, Madam. The number of Foreign Tourist Arrivals (FTAs) in India from May to October 2014 has registered a positive growth over the same period of the preceding year. The details are given below:

Month	FTAs (in lakhs)	Growth over same month of preceding year (in %)
May	4.21	0.8
June	4.92	9.0
July	5.72	12.9
August	5.69	16.9
September	4.95	9.2
October	6.56	9.6
Total	32.05	10.0

(c): The steps taken to boost tourism in the country are as follows:

i. Publicity and Promotion:

The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international and domestic markets under the Marketing Development Assistance Scheme.

ii. Electronic Travel Authorization:

The Tourist Visa on Arrival (TVoA) enabled with the Electronic Travel Authorization (ETA) Scheme was launched on 27.11.2014 for nationals of 43 countries whose sole objective of visiting India is recreation, sight- seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. for a short stay of 30 days. Earlier the TVoA facility was available for nationals of 12 countries only. The TVoA enabled with ETA will enable the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant will receive an email authorising him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorisation to the immigration authorities who would then stamp the entry into the country. The entry into India will be allowed within 30 days from the date of approval of ETA and will be Valid for 30 days stay in India from the date of arrival in India.

iii. Restriction on gap for re-entry lifted:

The restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa on Arrival has been lifted with effect from 4th December, 2012.

iv. Safety of Women Tourists:

The Ministry of Tourism had advised the State Governments/Union Territory Administrations to set up Tourist Police at prominent tourist spots. As a result, the State Governments/UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Odisha have deployed Tourist Police, in one form or the other.

An advisory has been posted on the Ministry of Tourism website www.incredibleindia. org indicating that India remains safe destination for international Tourists including women tourists.

V. Cleanliness and Hygiene:

To tackle the problem of hygiene and cleanliness at tourist destinations, the Ministry of Tourism has taken the initiative of launching the Campaign Clean India with a vision to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations. This campaign is to be sustained through adoption and involvement of private and public sector stakeholders as a part of their Corporate Social Responsibility (CSR).

VI. Trained Language Speaking Guides:

Selection and Training of Regional Level Tourist Guides including linguist guides is an ongoing process and the Ministry conducts the training programmes, through the Indian Institute of Tourism & Travel Management (IITTM), periodically.